

ABSTRAK

PENGARUH LINGKUNGAN KERJA DAN KOMPENSASI TERHADAP LOYALITAS KARYAWAN RESTORAN SATE RATU DENGAN KEPUASAN KARYAWAN SEBAGAI VARIABEL MEDIASI

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2025

Penelitian ini bertujuan untuk mengetahui pengaruh lingkungan kerja dan kompensasi terhadap loyalitas karyawan Restoran Sate Ratu, serta peran kepuasan karyawan sebagai variabel mediasi. Sampel penelitian terdiri dari 60 karyawan Restoran Sate Ratu yang dipilih secara *purposive sampling*. Data dikumpulkan melalui kuesioner online (*Google Form*) yang mencakup variabel lingkungan kerja, kompensasi, kepuasan karyawan, dan loyalitas karyawan. Analisis data dilakukan dengan metode *Partial Least Squares* (PLS) menggunakan perangkat lunak SmartPLS 3.0. Hasil penelitian menunjukkan bahwa lingkungan kerja dan kompensasi tidak memiliki pengaruh langsung terhadap loyalitas karyawan. Namun, kepuasan karyawan terbukti secara penuh mampu memediasi pengaruh lingkungan kerja terhadap loyalitas. Sebaliknya, kepuasan karyawan tidak memediasi pengaruh kompensasi terhadap loyalitas karyawan.

Kata Kunci : Lingkungan Kerja, Kompensasi, Kepuasan Karyawan, Loyalitas Karyawan.

ABSTRACT

THE INFLUENCE OF WORK ENVIRONMENT AND COMPENSATION ON EMPLOYEE LOYALTY OF SATE RATU RESTAURANT WITH EMPLOYEE SATISFACTION AS A MEDIATION VARIABLE

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This study aims to determine the effect of work environment and compensation on employee loyalty at Sate Ratu Restaurant, as well as the role of employee satisfaction as a mediating variable. The research sample consisted of 60 employees of Sate Ratu Restaurant who were selected by purposive sampling. Data were collected through an online questionnaire (Google Form) which included variables of work environment, compensation, employee satisfaction, and employee loyalty. Data analysis was performed using the Partial Least Squares (PLS) method using SmartPLS 3.0 software. The results showed that work environment and compensation have no direct influence on employee loyalty. However, employee satisfaction is fully proven to be able to mediate the effect of work environment on loyalty. Conversely, employee satisfaction does not mediate the effect of compensation on employee loyalty.

Keywords: Work Environment, Compensation, Employee Satisfaction, Employee Loyalty.